



CouponGalleries™

For Brands & Agencies

A managed end-to-end service to engage consumers with multiple coupons on websites, Facebook or in newsletters

CouponGalleries™ provide new ways to engage with consumers and build loyalty

Brands are always seeking new ways to interact with consumers and build loyalty in cost effective ways. CouponGalleries from Valassis offer brands and their agencies a user friendly, flexible route to communicate with and engage consumers, whether the objective is to create a community, encourage product trial, reward loyalty or simply drive existing brand sales cost efficiently.

CouponGalleries are easy to integrate into your website, enabling your consumers to choose offers that may be redeemed online or printed for instore redemption.

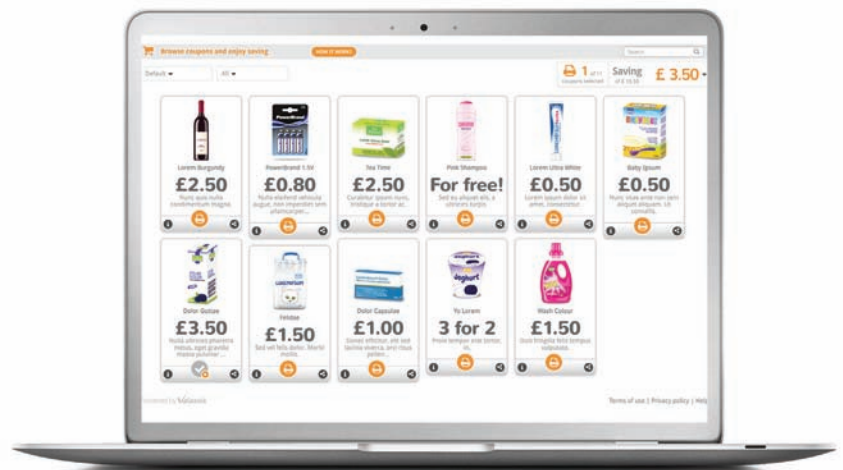
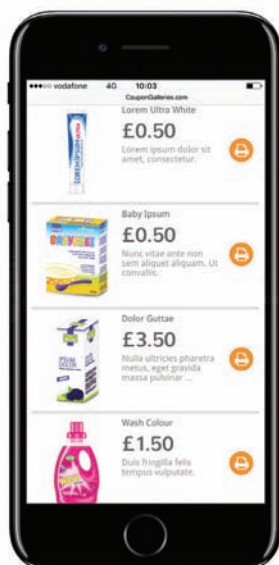
CouponGalleries supports different marketing objectives

- A manufacturer multi-brand destination site builds a loyal customer base and provides the opportunity to cross/upsell. Videos, images, ads and recipes direct consumers to the key brands and messages
- Brand specific galleries increase traffic, consumer engagement and showcase leading household names

- B2B CouponGalleries reward independent retailers with loyalty vouchers or generic coupons to list new products or to stock up

Benefits

- Obtain consumer data for valuable behavioural insights
- Increase website traffic and generate measurable ROI
- Activate new customers through social media and sharing
- Boost consumer registrations with coupon incentives
- Engage your community: Encourage product trials, build brand awareness, reward loyalty & drive sales



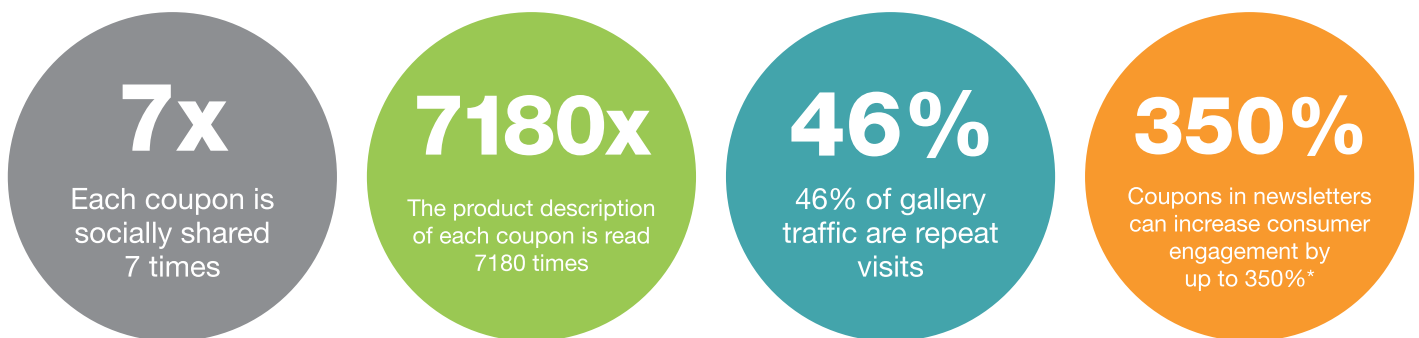
Features & Options

- Customised design and layout for a seamless brand experience
- Responsive design and optimised work flow for mobile, tablets and desktops
- Highlight brands or categories
- Tailored consumer journey to branded landing pages, websites or straight to a coupon
- Dynamic content to promote products; "Most viewed coupons" or "Top 10 printed coupons"
- Enable various security features e.g. PIN code, print limits and expiry dates
- Collate multiple offers into one promotion
- Call to action prompts e.g. ending in 2 days, only a few left
- Brand information, e.g. recipes, videos & product / nutritional information
- Print & paperless issuing options
- Real-time campaign insights (views, prints & redemptions on consumer and store level)

A managed end-to-end service for secure online and print coupons on your web or Facebook site

- Gallery installation and technical integration. Integration options include:
 - Valassis-hosted, a seamless user experience with many innovative features
 - Client/agency-hosted, Valassis manages your coupons and populates your proprietary coupon gallery
- API driven user login journey and instantaneous print reporting
- Coupon set up, upload and removal to and from the site through Valassis' standard service
- Total control over print limits, real time access to print statistics
- Experienced professionals providing online, technical and consumer support

Consumer behaviour trends



Sources: Valassis Statistics 2016 Averages. *Valassis Italy Statistics July 2015

Valassis provide a range of solutions to meet your marketing objectives, why not ask about our other solutions including:



Print@Home™

Create digitally distributed coupon campaigns that can be redeemed in-store and online



CareLink™

Instantly compensate consumer complaints with personalised, home printable coupons

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